

# Music City Rodeo

Nashville's first and only PRCA Pro Rodeo  
May 29-31, 2025 | Bridgestone Arena | Nashville, TN

This groundbreaking event brings together two great American traditions in the heart of Tennessee - country music and rodeo.

From bull riding to barrel racing, team roping to broncs, the world's best cowboys and cowgirls are going head-to-head. Fans will enjoy the full pageantry of rodeo before each night culminates in a headlining concert from Reba McEntire, Tim McGraw, or Nashville native Jelly Roll.

Act now to participate as a brand partner in our inaugural year!



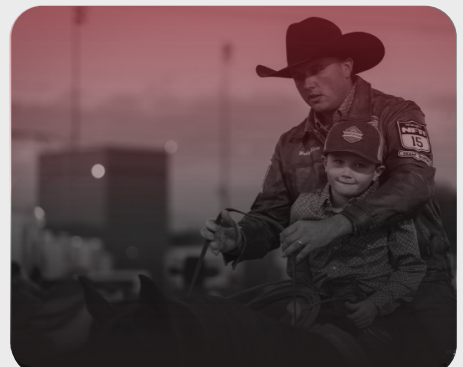
## Pro Rodeo

Seven action-packed rodeo events, 300+ cowboys and cowgirls, competing for a share of over \$200K.



## Music

Nightly live concerts from top talent, featuring Reba McEntire (5/29), Jelly Roll (5/30), and Tim McGraw (5/31).



## Community

Supporting organizations that specialize in healthcare, education, and military veteran services.

# Music City Rodeo

Become a proud sponsor of Music City Rodeo  
Turnkey opportunities are still available!



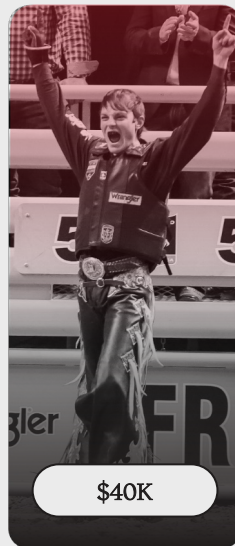
## Rodeo Event Sponsor

Create a big moment for your brand each night by presenting one of our available rodeo competitions: Bull Riding, Saddle Bronc, Barrel Racing, Steer Wrestling, or kids Mutton' Bustin.

5 Events Still Available

- Arena banner
- Grand entry and solo flag runs
- Announcer call-outs
- Jumbotron & arena ribbon branding
- Logo on website
- Six (6) lower-level tickets per night

\$40K



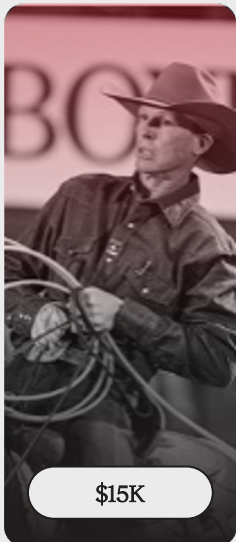
## Chute Sponsor

The most desirable performance exposure opportunity in rodeo! Your brand is featured on one of our chute gates, providing exposure and announcer callouts during all rough stock events.

3 Still Available

- Arena banner
- Branded bucking chute
- Announcer call-outs
- Logo on website
- Six (6) lower-level tickets per night

\$40K



## Banner Sponsor

As an entry level sponsor, you'll receive a large arena banner along with website recognition, plus lower-level seats for guests to enjoy each night of the rodeo and concert.

Multiple Packages Available

- Arena banner
- Logo on website
- Four (4) lower-level tickets per night

\$15K



## VIP Hospitality Partner

For provided product value that matches a cash investment, we will feature your product in our VIP Saloon, hosting 300-500 athletes, talent, and tastemakers in a 'cowboy cool' party space.

Beer, Wine, Liquor, & Food Opportunities

- Arena banner
- Product featured in VIP Saloon
- Logo on website
- Four (4) lower-level tickets per night (includes pre-party access)

\$10K + trade